



Chapter 4: Demand and Needs Assessment

4.0 Demand and Need Methodology

There are several approaches to estimating needs for arts, park and recreation facilities and services. They include the use of national standards, measurement of participation levels, user trend analysis, input from surveys and public meetings, integration with other planning documents, goal setting and participation models. The following section describes each of these approaches. Information was synthesized to develop the Guiding Framework and Implementation sections of this plan.

4.0.1 Integration with other Planning Documents

Documents and studies that influence park and recreation facilities and services within the planning area were reviewed for policies, guidelines, and information relevant to the Parks, Recreation and Open Space Comprehensive Plan. Each of the documents that were reviewed as part of the PROS plan update underwent their own public involvement processes. The following documents were reviewed and results incorporated into the Guiding Framework Section.

2016 Wenatchee Conservation Finance Study. In 2015, the City partnered with the Trust for Public Land to undertake a feasibility analysis to explore the City of Wenatchee's funding options to protect the special natural beauty that is a significant element of its character. In order to understand what would be an appropriate funding source or sources, this report first provides a brief overview of existing parks amenities, governance and funding as well as some background about the city. Next, the report analyzes possible alternatives for funding a parks and recreation land acquisition and management program, including their legal authority and revenue raising capacity. Finally, since most revenue options require approval by voters, this report provides pertinent election information, such as voter turnout history and election results for local finance measures. From December 15 – December 20, 2015, FM3 completed 402 telephone interviews (on landlines and cellphones) in English and in Spanish with randomly-selected Wenatchee School District voters likely to participate in the November 2016 election. The survey's margin of error is +/- 4.9% at the 95% confidence interval. Highlights of the survey findings include:



The Wenatchee electorate is optimistic about the direction their area is headed. Nearly three quarters of voters (73%) believe that the City of Wenatchee is headed in the right direction. Wenatchee voters also have a favorable opinion of local institutions, with 76 percent saying they view the Wenatchee Parks, Recreation and Cultural Services Department favorably; reducing wildfire risk, protecting water quality, and providing clean park restrooms are the top-ranked objectives for additional parks funding. Voters were offered a list of projects that could be supported by additional parks funding, and were asked to rate them as either “extremely,” “very,” “somewhat,” or “not important. The following table lists the items in priority order.

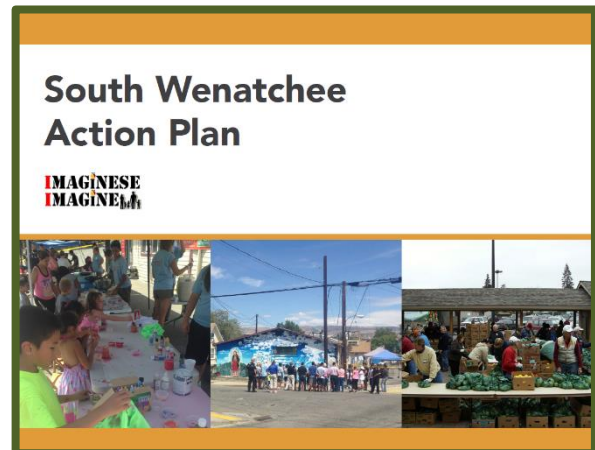
Table 4.0.1 Conservation Finance Priorities

Projects	% Extremely or Very Important
Reducing wildfire risk	70%
Protecting water quality in creeks and streams	63%
Providing clean park restrooms	62%
Maintaining youth recreation programs	56%
Protecting land around creeks and streams	50%
Connecting existing trails	48%
Preserving open space	44%
Increasing public safety in parks	44%
Adding security lighting to parks	41%
Repairing and improving playground equipment	38%
Creating parking areas at trailheads in the Wenatchee Foothills	33%
Replacing the City swimming pool to create a regional aquatic center	31%
Replacing the City pool with a new aquatic facility	28%
Increasing maintenance of existing City parks and recreation areas	27%
Connecting existing trails	27%
Creating hiking, biking, and walking trails	26%
Constructing areas where dogs can play off leash	25%
Expanding and enhancing recreation programs	25%
Upgrading playground equipment and picnic shelters in Lincoln Park	25%
Improving accessibility at all City parks	24%
Enhancing a metropolitan trail system that would link existing trails in the area surrounding Wenatchee	23%
Creating trails in the foothills	21%

Projects	% Extremely or Very Important
Creating new neighborhood parks	19%
Improving and upgrading Lincoln Park	19%
Building an indoor community recreation center	19%
Creating more and improved parking at existing City parks	17%
Constructing additional youth baseball and soccer fields	16%
Constructing additional picnic shelters	14%
Completing construction of Hale Park	12%
Developing additional skateboarding areas	10%
Adding splash pads to neighborhood parks	9%

Overall, the survey results demonstrated a strong base of public support for local parks. Voters are positive about the direction of the community; have a high degree of confidence in local government and the Parks, Recreation and Cultural Services Department; see park improvements as a high priority. However, the data suggest that the current election cycle is likely not the optimal time to place a ballot measure for park funding such as the formation of a metropolitan park district before voters, as economic concerns are a dominant local issue and less than 50% of those polled were in support.

2016 South Wenatchee Subarea Action Plan. This plan for South Wenatchee was inspired by a richly diverse range of community perspectives that were shared in meetings, community engagements, and workshops. It includes goals rooted in community values and priorities to guide policy-making priorities and investments over the next decade. The planning process was guided in 2015 and 2016 by residents, business owners, property owners, City staff, and many other agency staff members that represented the South Wenatchee area's diverse voices. These volunteers participated both in committee meetings and in community events. Together, they worked to ensure that the plan's values, opportunities, priorities, and accountability measures reflect the dreams and aspirations of South Wenatchee. In the end, the participants identified what is important for South Wenatchee including:



Arts, culture, and recreation represent the character and identity of the community and help bring people together. These all contribute to social relationships, civic engagement, and neighborhood vitality. Through this process community priorities that were identified included:

- A need to invest in community-driven public art projects to harness community pride, culture, and legacy. Public art has a particular relevance to this area of the City, which has a diverse and rich history of craftsmen who migrated to Wenatchee to work in the fruit industry and build dams and railroads.
- A strong desire to invest in active and passive recreation spaces (open space, parks, trails, etc.) This includes existing and new places.
- A desire to create great public places that can host social events; places that bring together all members of the community—from children to older people.
- The community sees the opportunity to honor its past and diversity by creating a cultural district that can serve as a great community gathering place and attraction for residents and visitors of the Valley—a district rich in colors, honoring the multitude of Latino cultures as well as Anglo and other immigrant groups. Public art and a cultural district provide the opportunity to change the perception of South Wenatchee and still honor those who live and do business there now.
- Residents place a high value on parks and expressed desires to see them maintained and improved with amenities for kids, such as splash pads. Also, some parks need basic facilities such as bathrooms, bathroom repairs, and picnic facilities.
- In South Wenatchee's dense neighborhoods, opportunities for green space and pocket parks should be pursued.
- Park oriented uses and events such as cafés, art studios, farmers markets, movies or music are all ways to create more safe and vibrant parks.
- Activities assist in development of social skills and overall physical health. Parks and recreation programs play an important role and the community desires more in the school and at the Community Center.
- A splash pad at Lincoln Park was highly requested.

- Specific action plan items include developing Hale and the Cashmere Park sites, improving Kiwanis Methow and Lincoln parks, expanding and enhancing parks and trails.

2016 Our Valley What's Next Community Survey and Report. The Our Valley What's Next regional visioning and planning project began in 2015 with a public involvement process. The survey fits squarely with the projects guiding principles — “Public Engagement,” “Community Outreach” and Community Learning” — with the survey results serving as the foundation for the development of a long-range vision and strategic plan for the Wenatchee valley. Two forms for the survey, a print version and a more detailed online version were used.



The four questions that made up the print survey were the same ones asked during stakeholder interviews in June/July 2015 and were built to gauge opinions around six focus areas (how we prosper, how we plan and grow, how we sustain our environment, how we live and care for one another, how we learn and create, and how we participate and decide). These focus areas had been identified by the project steering committee as the framework for the vision and key to revitalizing and sustaining the Wenatchee Valley and its communities over time.

The survey was launched in early September 2015 by distributing the printed questionnaires in conjunction with presentations at community meetings. By the end of October, presentations were made at 38 meetings, directly connecting with nearly 650 community and opinion leaders. These meetings included ones held by government agencies, service clubs, businesses and business organizations, ethnic groups, recreation- and conservation-focused groups, and social service agencies. Printed surveys were also distributed at 18 public events across the region, attended by an estimated total of 9,500 people. These included such wide-ranging events as the North Central Washington Fair in Waterville, Fiestas Mexicanas, the Maker's Faire, the Taste of the Harvest Festival, and a U.S. Citizenship Ceremony in Wenatchee.

The online survey link was distributed via social media, our website, e-newsletters, and with the help of the region's largest online media companies. One Facebook post was viewed by more than 10,000 people alone. In addition, old-fashioned “suggestion boxes” were used where people could fill out a questionnaire and deposit it at prominent locations, such as Wenatchee's popular Pybus Marketplace, the area's public libraries, Wenatchee Community Center, and Wenatchee Valley Senior Activities Center. This time-tested technique helped to

include members of the community who might have been less inclined to participate via laptops or mobile devices.

All of these survey outreach efforts ran parallel to a series of newspaper articles, radio interviews, web stories and social media posts aimed at educating the general public about the project. By the end of October, more than 1,500 people had completed the survey (either print or online). Demographically, these participants cut across a wide swath in the community. Of particular note, 22 percent of respondents self-identified as Hispanic or Latino, approaching their representation in the general population. The results were entered into an electronic database and a qualitative data analysis (QDA) software was used to analyze the results, conduct a sophisticated content analysis, and identify emerging vision themes. Below are some general takeaways from the survey results as they relate to parks, arts, recreation and open space resources:

What is one thing you value about living in Our Valley? Summary of findings: The east slopes of the Cascade Mountains provide a scenic backdrop and recreational playground for residents and the responses to this 'value' question reflect that. The top ranked themes from respondents was outdoors and recreation followed by the people and natural and scenic resources.

What is one idea you have for the future of Our Valley? Summary of findings: Residents value Our Valley's outdoors assets but also believe the community has yet to fully capitalize on them. Top ranked themes included: #1 Outdoor recreation enhancements, #4 More events and entertainment, #6 More kids activities and #9 Sports complex and fields.

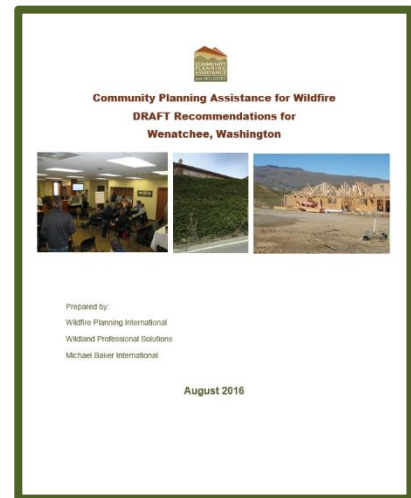
What is Our Valley's greatest strength as a place to live? Summary of findings: Our Valley has long been known for its sense of community and the friendliness of its people and the top responses to this question reflect that. Similar to the question about perceived community values, outdoor recreation opportunities, natural resources, scenic beauty and climate rank high as strengths.

A second, follow up survey was conducted from June through August 2016 and was broken into six parts — one for each of the six focus areas. For each focus area, survey respondents were asked to choose four action items that they believe are the highest priority for the community. More than 500 residents participated in the survey, with about two-thirds casting votes online and one-third doing so at a public open house. Respondents could complete one or all six of the survey parts. The following is a summary of questions, topic areas and responses as they relate to arts, parks, recreation and open spaces.

- Capitalize on the region's outdoor recreation resources as a way to attract businesses, professionals and tourists.
- Create a regional parks and trails authority for Our Valley to gain more efficiency, cost-savings and cohesion among multiple jurisdictions now involved in the development, management and maintenance of parks and trails.
- Improve efforts to keep our forests and wildland-urban interface healthy to reduce the threat of wildfires.
- Preserve Our Valley's open spaces for their scenic and recreational values, and their diversity of native plants and wildlife.
- Develop a large indoor/outdoor aquatics facility.
- Develop more trailheads with restrooms and adequate parking for the foothills trails area.
- Develop programs to encourage and support stewardship among recreational users in Our Valley, minimizing impacts on our open spaces and natural habitat as public use of these resources intensifies.
- Improve access to outdoor recreation in Our Valley for both locals and visitors by installing signs and printing maps that direct people to trailheads, waterfront parks and facilities, ski areas and other recreational amenities.
- Develop dedicated dog parks in several Our Valley communities, where pets and their owners are welcome and can play safely and responsibly.
- Establish clubs in all area high schools to promote youth involvement in outdoor recreation activities.
- Work with private landowners in Our Valley to enhance and improve trail systems and access to public lands.
- Continue upgrading fish habitat on the Columbia River and the Wenatchee River and their tributaries.
- Install the final eight mile markers on the Apple Capital Loop Trail as a benefit to locals, visitors and emergency responders.

- Plan for and build a water park, with slides and other activities for locals and visitors. Having a water park would encourage youth and family activities in our community and create a draw for tourists.
- Develop Kiwanis Methow Park to improve recreation opportunities for all Our Valley residents, especially those living in the majority-Latino neighborhood of South Wenatchee.
- Expand arts, food and music festivals in the region – including a showcase for Latino culture — to complement the growing number of outdoor sports events.
- Develop and fund expanded art programs to promote art of all kinds in public places throughout the region.
- Expand Wenatchee’s Art on the Avenues outdoor sculpture program to Our Valley.

2016 Community Planning Assistance for Wildfire Report. The Community Planning Assistance for Wildfire (CPAW) program supports communities’ efforts to reduce wildfire risk through improved land use planning. CPAW provides communities with professional consulting services including land use planners, foresters, wildfire risk modelers and hazard mitigation specialists to integrate wildfire mitigation measures into the development planning process. CPAW assistance is provided at the request of the local government, and all advice and assistance is limited to services that are intended to reduce the risk from wildfires.



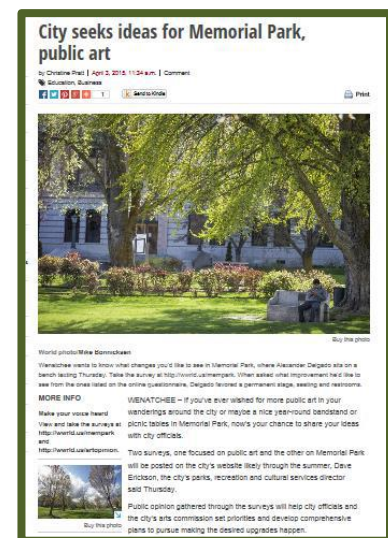
In 2015, CPAW officially launched in five communities, including Wenatchee, Washington. For over nine months, a multi-disciplinary team worked with local stakeholders to determine Wenatchee’s unique wildfire planning needs. Primary points of City staff contact were the City of Wenatchee Planning Department and Executive Services and Chelan County Fire District 1. Information was gathered through in-person site visits, document review and analysis, and frequent stakeholder discussions. The process culminated in a set of recommendations to guide the City’s future actions to strengthen its approach to wildfire through the planning process. The plan includes the following two specific implementation recommendations.

1. Update Parks, Recreation, and Open Space Element to Include Multiple Management Objectives. This element should consider two facets in the planning and management of parks, recreation and open space: the ecological role of wildland fire, and the risk of wildfire to parks, recreation, open space values and adjacent uses. Policies should include:
 - Coordinate with other land management agencies. This will include stakeholders such as land trusts, open space, county stakeholders, fire districts.
 - Promote the alignment of ecological restoration and ecological-based fire management with wildfire mitigation strategies to manage parks and open spaces. Supporting wildfire mitigation strategies can raise awareness of wildfire's role and impacts on local parks.
2. Update Natural Environment Element to Include Wildfire Narrative, Goals and Policies. The Natural Environment element is the most logical placeholder for adding wildfire content that includes wildfire history and wildfire risks. This language does not need to be extensive, rather it should acknowledge fire's natural role in the area, local wildfire history and risk, and references to other plans such as the County's Multi-Hazard Mitigation Plan and any existing or future Community Wildfire Protection Plans (CWPPs). Policies should address:
 - Promote ecosystem-based wildland fire planning and wildfire risk reduction policies for critical/environmentally sensitive areas. Similar to the Parks, Recreation and Open Space Element, this element should consider ecosystem-based fire management strategies to protect critical areas. This may include encouraging prescribed fire to manage natural areas, ecological functions, and habitats/species which are dependent on "good" fire.



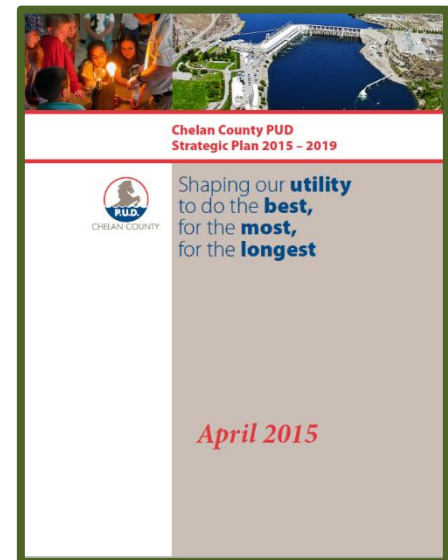
2015 Comprehensive Arts Plan. The purpose of the comprehensive arts plan is to provide specific guidance, direction and a framework for future programs and projects of the Arts, Recreation and Parks Commission and the Parks, Recreation and Cultural Services Department. The Comprehensive Arts Plan is the first separate plan that the City of Wenatchee has developed for the public arts program. As a separate plan, it allows for an increased focus on the City's specific arts related mission, goals and objectives. The plan is aggressive with goals, but it was felt that it would be better to have them in the plan and possibly not accomplish them, than to not have them in the plan and miss opportunities.

The process used to prepare the plan included an online questionnaire which was posted on the City website and Facebook Page from March 12, 2015 through July 30, 2015. Participation in the survey was advertised through news articles on the City website, multiple posts on the Facebook page, a front page article in the Wenatchee World newspaper and interviews on KOHO and KPQ Radio. It was also advertised through direct emails to email lists and discussed at five public meetings. The preparation of the Arts Comprehensive Plan was included as an agenda topic during Arts Commission Meetings from February 2015 to October 2015; August and September 2015 Parks and Recreation Advisory Board Meetings and also a City Council workshop on October 15, 2015 and regular meeting in November 2015. The meetings were advertised in the Wenatchee World, the City website, departmental Facebook page, local radio stations and emailed to the City email list. They were open to the public.



The results of these public involvement processes led to the creation of eleven overarching goals with supporting objectives and strategic actions. Goals include: Support the continued development of Wenatchee through the Arts; Develop the Parks, Recreation and Cultural Services Department and Arts, Recreation and Parks Commission's organizational effectiveness; Improve the capacity and stability of Wenatchee arts organizations; Strengthen education in and through the arts; Develop community arts programs that provide increased opportunities for public participation; Recognize and encourage Wenatchee artists; Provide opportunities for artists; Develop and enhance collaborative efforts; Provide opportunities to expand knowledge and communication; Increase public awareness through marketing and advocacy; Provide art in public places. These goals and supporting objectives have been incorporated into the Guiding Framework section of the plan.

2015-19 Chelan County PUD Strategic Plan. Over the period of eighteen months the Chelan County PUD had a conversation with its customer-owners about how their actions as a public power utility could enhance the quality of their lives. The vision for this effort was defined by the PUD Board of Commissioners, who recognized this strategic planning effort as a potentially historic opportunity for the entire county to make informed choices about the future direction of the utility. The planning effort stemmed from one simple question: How could the PUD create the best value, for the most people, for the longest period of time? The results from an extensive community survey, stakeholder meetings was the 2015-19 Strategic Plan. The plan covers all of the services the PUD provides its customers ranging from parks to power. Those priority projects and recommendations that relate specifically to parks within the planning area of the PROS Plan include: Conduct a pilot study during 2015 and 2016 for waiving or reducing day-use fees for Chelan County residents who use Chelan PUD parks operated by Washington State Parks (Confluence); Conduct a feasibility study to determine the potential for providing a continuous water source for the Horan Wildlife Area in order to preserve the wetland trail and education experience; Conduct a feasibility analysis for a splash-pad in a Chelan PUD-owned park; Expand or add amenities in existing parks including: Amphitheatres, Splash pad, Exercise equipment, Dugout upgrades at Walla Walla Point Park, Bring more activities and programs to parks, Wenatchee Row and Paddle Club facilities, Hire an employee to focus on activities and programming in parks and waive day use fees at PUD parks for residents.



2015 Habitat Plan. The City Habitat Plan addresses topics ranging from habitat and open space conservation to outdoor recreation and development activities. An online questionnaire tool was utilized to collect data to prepare the goals, objectives and strategic actions included in the Habitat Plan. The questionnaire was posted on the City website and Facebook page from April 28, 2015 through May 31, 2015. It was also advertised through direct emails to those on email lists, announced through news stories on the City website and Chelan Douglas Land Trust newsletter, announced in the Wenatchee World newspaper and also during interviews on

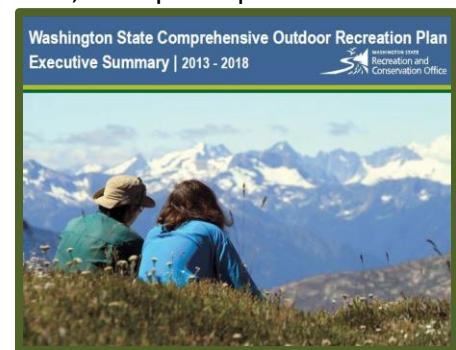


KPQ and KOHO radio. The results of the questionnaire were compared with those received from previous planning efforts to help determine community desires and priorities and formulate the goals and objectives contained in the plan. The Habitat Plan was the main agenda topic during eight Parks and Recreation Advisory Board Meetings from April 2015 to November 2015 and also a City Council workshop in October 2015 and regular meeting in November 2015. The meetings were advertised in the Wenatchee World, the City website, departmental Facebook page and local radio stations. They were open to the public and broadcast on cable channel 98. Comments received during the meetings were taken into consideration in preparation of the goals and objectives section of the plan. In general terms, they were reflective of the comments received from the community wide questionnaire and were supportive of the efforts to implement the previous plan and the continued planning efforts.

The primary differences between the 2010 Foothills Community Strategy that served as the City Habitat Plan and the current document includes: A shift in focus from predominantly an acquisition oriented plan to one which has a more restoration and habitat enhancement focus; Broadening the scope of habitat types from strictly the western Foothills to include other habitat areas such as aquatic resources; and incorporating other areas of influence to the north of the City.

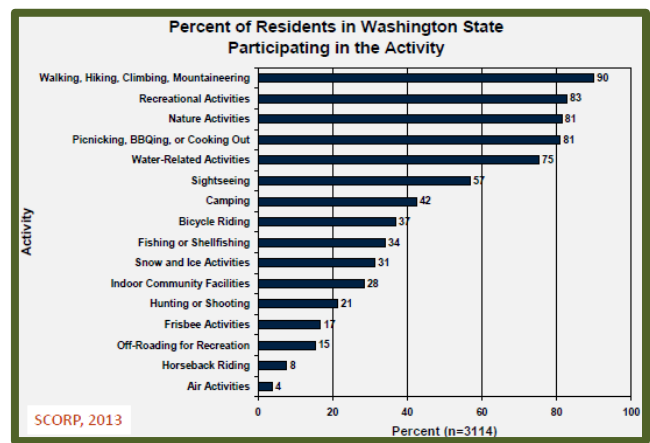
2013 Washington Statewide Comprehensive Outdoor Recreation Plan (SCORP).

The Washington Statewide Comprehensive Outdoor Recreation Plan document guides decision-makers in better understanding statewide recreation issues and is required to help maintain Washington's eligibility for federal Land and Water Conservation Fund dollars. The SCORP confirms that outdoor recreation is still an integral part of life for most Washington residents; 90% participate in the most popular category of activities, which includes walking and hiking, demonstrating the pervasiveness of outdoor recreation in Washington's culture. Significant increases in rates of participation in outdoor recreation activities since 2006 indicate the importance of continued state and local investment in outdoor recreation facilities and opportunities.



The participation rates confirm that outdoor recreation is an integral part of life in Washington's communities and a pervasive value in the Pacific Northwest. Research indicates that nature and outdoor recreation have a significant positive impact on human health, both physical and mental. Washington's economy also benefits directly and indirectly from outdoor recreation through consumer

spending, tax revenue and jobs. To maximize the value of these benefits, the SCORP identifies the issues that affect participation, supply and demand. In the 2013 SCORP, the greatest challenges among recreation providers over the next five years will be: An increasing state population, Changing demographics, Unpredictable funding for facilities development and maintenance, and access to outdoor recreation facilities and opportunities.



As part of the SCORP update process, local park and recreation providers were surveyed on the relative importance of key issues. These issues were then grouped into identified regional zones within the state to highlight any unique needs for each geographic zone. While some differences in ranking occurred, most

regions shared top issues due to the economic slowdown and the political climate regarding taxes. Creating new partnerships is an important issue acknowledged by many providers to allow for the pooling of resources and/or sharing of costs. Maintenance of existing public parks and/or recreation facilities continues to face funding challenges and increased pressure to provide for growing populations or new user groups. Increasing public access is an important concern among recreation providers who work to keep facilities open and available as well as accommodate a diverse public.

From the 2013 SCORP, the broadest recommendation for all areas across Washington is to continue investing in outdoor recreation facilities and opportunities in order to benefit both residents and the natural environment.

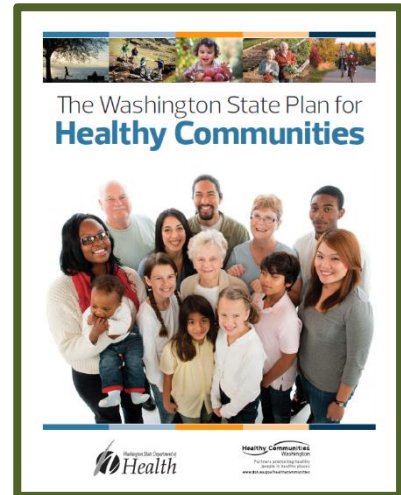
2012-18 Parks, Recreation, and Open Space Plan. The 2012-18 PROS Plan was reviewed as part of the update process to examine changes in existing parks, arts and recreational resources and progress toward accomplishing goals, objectives and strategic actions. Goals and objectives were analyzed to determine if they were still relevant to the new plan and if so, they were carried forward into the updated document.

2012 Washington State Plan for Healthy Communities. This plan supports a comprehensive approach to life long health. It addresses the physical, environmental, social and emotional factors that contribute to chronic disease. The plan helps guide State investments to make communities healthier. The plan

was developed after two years of meetings. The overarching goals of The Washington State Plan for Healthy Communities are to:

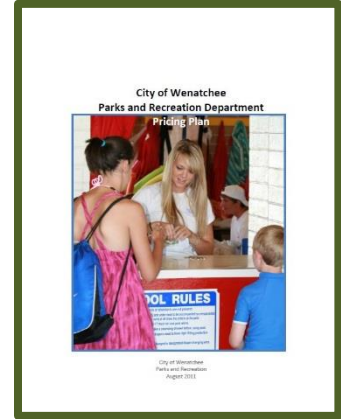
- Increase the number of Washingtonians who are healthy at every stage of life.
- Achieve health equity by eliminating health disparities.

The plan is organized across four domains established by the Centers for Disease Control and Prevention: Epidemiology and Surveillance; Environmental Approaches; Health Systems; and Clinical and Community Preventive Services. The plan identified eight priority topic areas along with health equity — an overarching ninth area of focus including: Healthy starts, sexual and reproductive health, tobacco and substance abuse prevention, active and safe environments, healthy eating, screening, referral and follow-up, social and emotional wellness, quality clinical and preventive treatment services, and health equity



For the purposes of the Parks, Recreation and Open Space Plan, the strategies identified more specifically in Priority Area 4: Active and Safe Environments have been incorporated. These include: Increase access to safe and affordable physical activity where people work, learn, live, play and worship; Support Safe Routes to School efforts to increase active transportation to and from school and support accommodations for children with disabilities; Encourage physical activity in after-school settings; Promote work environments where active living is the norm and employees are supported in taking physical activity breaks during the work day; Adopt community strategies that improve access to — and ensure the safety and security of — parks, recreation, fitness and sports facilities, especially in low-resource and high-crime neighborhoods; Improve access to public-private recreational facilities in communities with limited recreational opportunities by reducing costs of participating, increasing operating hours, co-locating schools, parks and recreational facilities, and increasing child care availability; Create standards to guide communities to develop integrated plans that incorporate land-use, transportation, community design, parks, trails and greenways, and encourage economic development planning for communities to prioritize and implement such projects.

2012 Wenatchee Recreation Pricing Plan. Over a four year period from 2009-2012 Parks, Recreation and Cultural Services Department staff worked to prepare a pricing plan for city parks and recreational services. The plan is designed to be an administrative tool that provides consistent guidelines for the establishment of fees and charges for facilities, programs and services. It provides a basis to allow elected officials, staff and the general public to better understand the philosophy behind how fees and charges are established for a program or service. Furthermore, it establishes a unified process that addresses whether a service is a core or a non-core function for the community, establishes cost recovery levels and if it is a public, merit, or private program or service. The plan was discussed at multiple Parks and Recreation Advisory Board, City Council Finance Committee meetings and adopted by the City Council in March 2012.



2012 Wenatchee Sustainable Design Assessment Team Report. The goal of the Sustainable Community Assessment was to provide a vision for South Wenatchee that honors its history as a place for immigrants, culture and industry and provides recommendations for bridging the gaps of the current physical, socio economic, cultural and commercial barriers allowing the neighborhood to become a focal point for sustainability, change and the revitalization of the region. The charrette process involved community members and stakeholders to create a plan for the area.



Parks and recreation recommendations that resulted from this process included: The need for street trees and improved pedestrian connections; connect the Columbia River Reclamation Bridge and Apple Capital Recreation Loop Trail to South Wenatchee Avenue; add community gardens; the Loop Trail is one of the most important assets for the region; bridges are urban art; need more open space, trees and parks in south Wenatchee; continue the development of parks in underserved neighborhoods; develop new parks with community input to determine program elements; create a continual greenway to connect neighborhoods, parks, schools and river; conduct a needs assessment to determine park needs; reprogram parks to meet changing needs and demographics; follow best practices in public art and integrate interactive and functional art into public spaces including bike racks, seating and fencing.

2011 Park and Recreation Design Standards and Development Policies. The purpose of the Park Design Standards and Development Policies is to establish guidance for acceptance of park land, disposition or conversion of park property, and criteria for development of park areas. The standards were first developed over a six month period in 2007 with the assistance of community interest groups. They undergo an annual minor review and update to ensure that the policies and standards remain current. The last major update was completed in 2011.

The **National Sporting Goods Association Report** (NSGA) analyzed participation levels in 47 sports indicating that 32 sports experienced growth during 2015. Highlights from the 2016 NSGA participation survey include:



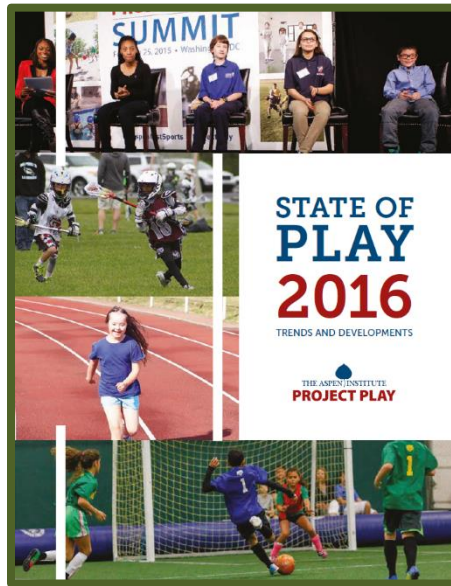
- Participation in fitness sports each increased.
- Team sports showed mixed results with participation lagging in basketball, baseball, ice hockey and soccer and increasing in lacrosse, softball and volleyball.
- Tackle football experienced the largest team sport drop in participation. Over half the decline was in the 7-11 age group segment of infrequent sports participants.
- Female participation in 40 of the 47 sports/activities has increased, compared to only 11 sports showing increased male participation.

Overall, the trend shows that participation in many sports is rebounding, though some sports continue to struggle to attract new participation.

The National Survey on Recreation and the Environment (NSRE) is a comprehensive survey that has been collecting data and producing reports about the recreation activities, environmental attitudes and natural resource values of Americans since 1960. The NSRE core focus is on outdoor activity participation and personal demographics. The most recent NSRE reports the total number of people participating in outdoor activities between 2000 and 2007 grew by 4.4% while the number of days of participation increased by approximately 25 percent. Walking for pleasure grew by 14% and continues to lead as the top favorite outdoor activity.

Nature-based activities, those associated with wildlife and natural settings, showed a discernible growth in the number of people (an increase in 3.1%

participation rate) and the number of days of participation. Americans' participation in nature-based outdoor recreation is increasing with viewing, photographing, or otherwise observing nature clearly measured as the fastest growing type of nature-based recreation activity.



2016 State of Play Trends and Developments Study by the Aspen Institute/Project Play. In the absence of comprehensive surveillance tools by public health agencies, data produced annually by the Sports & Fitness Industry Association (SFIA) was determined to be the most useful in tracking trends. Each year, SFIA produces a series of reports based on an online survey of 32,658 households commissioned through Sports Marketing Surveys (SMS), capturing the participation rates in 120 sports by age, gender, income level, and other criteria. As a contribution to the work of Project Play, SFIA and SMS queried their database for insights on the sport activity of children.

In the context of Project Play, the most relevant SFIA statistic is called “Active to a Healthy Level and Beyond,” defined as those engaged in high-calorie burning activities a minimum of 151 times during the year. Based on guidance from the Centers for Disease Control and Prevention, 55 sport and fitness activities qualify. Included are the vast majority of popular team sports plus other recreational activities that can prompt a good sweat.

Youth ages 6 to 12 who were active through sports on a regular basis fell again, to 26.6 percent, down from 30.2 percent in 2008. As youth move into the teenage years (13-17 years old), the same downward trend (from 42.7 percent to 39.3 percent) continues. Girls were less active to a healthy level than boys, but the strongest differentiator was family income. Only one in five children 6 to 12 years old from homes with less than \$25,000 in income reached that mark; and while activity levels were higher for youth ages 13 to 17 (27.5 percent), the gap widens between them and kids from the wealthiest homes, those with \$100,000 or more in income (45.5 percent).

In today's youth sports landscape, those who have the greatest opportunity to continue playing into adolescence are those who can afford the club teams, training, and equipment required to advance through the system – or even play in

high school, many of which provide sport opportunities for only the better athletes.

There is some good news, participation in team sports is up slightly from 2014 among children 6 to 12. While still not back to the levels of 2008, rates jumped in 2015 more than three points, to 56.6 percent of kids. Among “core participants,” those who play on a regular basis, the rate moved from 37.3 percent to 40 percent. The stabilization of team sport participation rates is important, as that form of play is often what kids’ want – opportunities to play with friends.

Sport participation has been a tool of public health for more than a century. But today, most kids miss out. The problem disproportionately affects some groups and starts during the grade-school years.

Some children find ways to play on their own. But the era of the sandlot or unstructured play, of kids making up games and playing with friends for hours on end, is largely gone. Today, adult-led competition dominates and tryout-based, multi-season travel teams form as early as age 6, siphoning players from and support for in-town recreation leagues that serve all kids. Society emphasizes performance over participation well before kids’ bodies, minds, and interests mature and we tend to value the child who can help win games or whose families can afford the rising fees. The risks for that child are overuse injuries, concussion, and burnout.

After-school programs serve other kids—though far too few—through middle school. But children in many underserved areas often flow into high schools with little athletic experience and where sport options are limited. Sports participation rates among youth living in households with the lowest incomes (\$25,000 or less) are about half that of youth from wealthier homes (\$100,000+)—16 percent vs. 30 percent. Overall, the dominant model in American sports lacks a commitment to inclusion and is shaped largely but not exclusively by money, leaving many children, families, and communities on the outside looking in.

The trend taking shape across the Country is to embrace a sport model that welcomes all children. The aspirational Sport for All, Play for Life model aims to serve all young people in all communities, while aligning the interests of elite and grassroots sport with public health and other sectors. The model was pioneered in Canada and modified by Project Play to reflect U.S. culture, needs, and opportunities.

The goal of the model is for every child to be physically literate by age 12. That is, every 12-year-old should have the ability, confidence, and desire to be physically active for life. There are three programmatic components that should be

considered that build upon one another to give children the foundation to be active for life.

1. **Ability.** Ability refers to competency in basic movement skills and an overall fitness that allows individuals to engage in a variety of games and activities. This outcome is achieved through a mix of informal play and intentional teaching of movement skills, among them running, balancing, gliding, hopping, skipping, jumping, dodging, falling, swimming, kicking, throwing and a range of skills that require general hand-eye coordination.
2. **Confidence.** Confidence is knowing that you have the ability to play sports or enjoy other physical activities. It is the result of programs and venues that are inclusive of people with differing abilities, and the support and encouragement from parents, guardians, coaches, administrators, teammates and peers throughout the development process.
3. **Desire.** Desire is the intrinsic enthusiasm for physical activity, whether in organized or unstructured formats, in traditional or alternative sport. This result is achieved through early positive experiences that are fun and motivate children to do their best.

Sport is just one venue to foster Physical Literacy in All Youth—PLAY—but it's an important one. Physical literacy sits at the base of the Sport for All, Play for Life model, providing children with the tools to pursue the most appropriate pathway for them as they enter their teenage years. A few will pursue elite level sports in adolescence, motivated by dreams of competing at the state, national, college, or professional levels. Many more will follow a local competitive sport track, through school, club, or community sports. The rest may choose less-structured activities and will have developed the skills and desire to enjoy a variety of sports throughout their lives, from cycling and rock climbing to neighborhood or company softball teams to swimming, biking, and yoga.

Eight promising strategies were identified to help every child become physically active. They are:

1. **ASK KIDS WHAT THEY WANT.** It's Rule No. 1 in business: know your customer. Video games (and the technology industry more broadly) often get blamed for our kids' sedentary habits, yet they provide much of what children want out of a sport experience, including: lots of action, freedom to experiment, competition without exclusion, social connection with friends as co-players, customization, and a measure of control over the activity – plus, no parents critiquing their every move. Simply put, the child is at the center of the video game experience, all made possible by

research and feedback loops that seek input from its young customers. Recreational programmers need to understand the needs of kids, especially those who are left out or who opt out of sports.

2. **REINTRODUCE FREE PLAY.** Today, many parents are reluctant to let children ride bikes across town to play games with friends. Fear of child abductions, while extremely rare, is a psychological barrier, and crime and traffic concerns are real issues in some neighborhoods. Families are smaller, so there are often fewer siblings to play with at home. But experts recognize the need to reintroduce free play where possible, given the science. “To promote lifelong, intrinsically motivated participation, it is imperative to build a foundation during childhood,” sports psychologist Jean Coté writes. “Inclusion of high amounts of deliberate play activities early in development provides that motivational foundation.”
3. **ENCOURAGE SPORT SAMPLING.** Most children flow into only a handful of the more than 120 sports played in the United States. And, as early as the grade school years, those identified as having the most promise get the message from coaches and others that they must specialize in one sport at the exclusion of others in order to fully develop their talents and play at a college, pro, or other elite level. It’s a myth. Grow the menu of sport options, create better connections to vulnerable populations, and more athletes-for-life will emerge.
4. **REVITALIZE IN-TOWN LEAGUES.** It’s been a setting where kids of all skill levels and backgrounds play at the same local field or gym, rarely roaming beyond the town borders. But today, house leagues can be stigmatized as inferior, a casualty of tryout-based, early-forming travel teams that cater to the “best” child athletes. Revitalizing recreational leagues depends on improving both the quality of the offering and the quantity of available kids. Parents with means must be given a reason not to flee early for travel teams, through programming that develops their child’s skills and provides opportunities for advancement, with fewer impacts on family time. Sport providers need to develop business models that wring less money out of more participants. And organizers must look in new places to grow the pool of players.
5. **THINK SMALL.** Growing access to play spaces for most children starts with the small –simple, smart moves that hold great promise. In urban areas, this may mean finding small spaces to develop quarter-sized courts for small-sided play. When schools agree to share their playing fields and facilities, it gives families and kids, especially those in underserved communities, more places to play in the evenings, on weekends, and

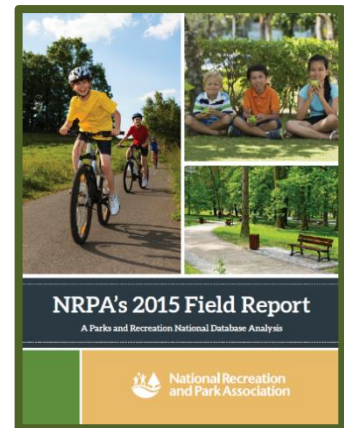
during summer. Transportation to parks and school sites is vital, especially in predominantly Hispanic neighborhoods, which often have fewer nearby recreation facilities than other areas. That's significant, because people living within a mile of a park are four times more likely to use it than those who live farther away. Funding enables, but so do small gestures of other types of support. Which is another way of saying: be creative.

6. **DESIGN FOR DEVELOPMENT.** If a local facility is the hardware in a child's sport experience, then a developmentally appropriate program is the software. Leading sport governing bodies recognize it as the organizing framework to deliver what kids need to grow as both athletes and people. Adoption of it is seen as a tool to stem attrition, advance physical literacy, and debunk misperceptions that parents and coaches have about athletic development.
7. **TRAIN ALL COACHES.** Coaches are the delivery mechanism for quality sport programming. They determine how much exercise occurs during practice. Research aggregated by the President's Council on Fitness, Sports & Nutrition shows that good coaches also lower kids' anxiety levels and lift their self-esteem. They help boys and girls enjoy the sport. They can make an athlete for life – or wreck enthusiasm for sport altogether. Trained coaches do best. One study found that only 5 percent of kids who played for trained coaches quit the sport the next year; the attrition rate was 26 percent otherwise.
8. **EMPHASIZE PREVENTION.** Among the many issues facing youth sports, injury risks trouble parents the most. The ESPN/Aspen Institute Project Play survey showed that nine out of ten parents have safety concerns – and half of those describe safety as a major concern. Both mothers and fathers said that concussions are the most worrisome and one-quarter of parents have considered keeping a child from playing because of that. Football, by far, gave parents the most cause for concern. Programs should err on the side of caution – and ultimately participation – and embrace policies that eliminate or greatly reduce head contact at the 12-and-under level.

2015 National Parks and Recreation Association (NRPA) PRORAGIS Report. PROGRAGIS is a geographic information system that NRPA established to quantify industry trends. 2015, marked the 50th anniversary of the National Recreation and Park Association serving — and compiling key data on — park and recreation agencies throughout the country. Over the past five years, agencies have met that giant list of public responsibilities with unprecedented resourcefulness, serving

their communities well despite constrained budgets, lean staffs and greatly reduced revenue streams.

The beginning of 2015 sees park and recreation agencies performing more roles in serving their communities than ever before. They provide leadership as public health advocates, programming as recreational experts, care and maintenance as public facilities stewards, and conservation and education as naturalists and managers of public lands. In all of these roles, agencies also uphold standards of social equity and equal access to public resources. Park and recreation professionals — as well as the citizen advocates who support them — are critical to the integrity and accessibility of our nation’s system of public lands, resources and opportunities for healthy living. A few key findings from the report include:



The 2014 data on park and recreation responsibilities shows a continuation of the trend toward increasing demands on agencies to perform non-park management and maintenance functions. From the oversight of historic properties to the leasing of performing arts centers and amphitheaters, budget-challenged jurisdictions keep bundling more responsibilities into agencies’ maintenance and management roles.

Owing in part to the priority of recovering full-time employees lost in recessionary budget-slashing, the number of non-fulltime positions has either dropped off (upper quartile) or remained fairly static over the past year. Furthermore, total full-time equivalent employee numbers have dropped slightly, after remaining relatively flat since 2011. Taken together, the data indicate that agencies of all sizes are prioritizing full-time hires more than at any time in the past four years. Due to limited resources, smaller agencies are having a harder time than large agencies in carrying out that priority, but all are shifting resources away from part-time and seasonal hires to re-establish strong cores of professional full-time staffers.

Although park and recreation department responsibilities have expanded well beyond traditional park-related functions in recent years, agencies have not seen corresponding increases in budget. In fact, both operating and capital budgets have remained largely static across the past four years.

Programming is not only the heartbeat of park and recreation departments’ community outreach, it’s also the largest single source of most agencies’ annual

revenue. These two faces of recreational programming can create dilemmas for budget-challenged agencies about whether to channel resources into lower-revenue programs. Attendance data for 2014 suggest park and recreation agencies — especially those in larger cities — are facing growing tensions between meeting revenue goals and carrying out public outreach priorities in the parks.

Moving forward, NRPA’s intention is to identify barriers to quality park service and recommend initiatives to overcome those obstacles. Part of that effort involves being aware of our past and envisioning the societal trends that are shaping our future. The five primary trends NRPA has identified include:

1. Programs are key to great park attendance.
2. The perceived value of distributed services results in agency functions assigned to various departments.
3. Agencies are pioneering new funding methods.
4. The infrastructure deficit means parks will have to fight harder for public dollars.
5. Walkable cities draw millennials, fueling a suburban exodus.

2017 City of Wenatchee Comprehensive Plan.

The Washington State Growth Management Act requires periodic review and, if necessary, revision of the Wenatchee Urban Area Comprehensive Plan. The City of Wenatchee completed a comprehensive update of the plan in 2006. The intent of the 2017 update is to consider strategic amendments as necessary to build upon the process from 2006 and address state update requirements.

The City of Wenatchee is required to clearly establish a process and schedule for public participation during this update process. The City Council adopted Resolution No. 2016-13, enacting a public participation plan for the update. Planning staff has been conducting analysis of trends which have occurred since the last plan update. With new data and trends, city staff has been meeting with the Planning Commission in workshop settings to review the elements of the comprehensive plan, as well as incorporating additional planning documents and studies. This review with draft amendments was completed in December 2016, with public comment and an environmental determination completed in January 2017. The plan is scheduled for adoption in June 2017.



Once draft amendments were completed, an open house was held to further inform the public and encourage comment on the draft amendments. Additional workshops were also conducted both with the City Council and the Planning Commission to consider the amendments and public comments prior to public hearings. The update process was placed on the city website and maintained for the process to encourage public input and review.

The process provided the opportunity for good reflection on how the City has progressed in meeting the direction provided in the plan, with the ability to make modifications given new trends and needs in the community.

2016 Wenatchee Sports Council Outdoor Recreation Survey and Report. In 2016 the Wenatchee Valley Sports Council conducted a yearlong study that was designed to determine the impact of outdoor recreation in Chelan and Douglas counties. Months of research, interviews and data gathering were conducted. The survey itself was the tool that gave the general public an opportunity to participate. It was divided into two basic segments, one for residents and one for visitors. The survey was available for two months and saw over 1,200 completed responses of which 459 were from Wenatchee residents. ECONorthwest completed an analysis of the responses. Highlights include:

- 75% of residents rated the City's cultural offerings as satisfactory or very satisfactory.
- 80% of residents were satisfied or very satisfied with their City parks.
- Residents and visitors participated in a broad range of water, land and snow activities. The top water related recreation activities for both residents and non-residents were: Fishing, Paddle Boarding, Kayaking and motorized boating. Land sport activities were similar among residents and non-residents with hiking, camping, mountain biking and backpacking the top four outdoor recreation activities. Downhill skiing, snowshoeing and cross country skiing were the top three snow related activities.
- The top three reasons that people participated in outdoor recreation activities were for: Physical health and mental wellbeing, relaxation and just to be outdoors.
- Cultural activity participation saw the farmers market, festivals or local events, agricultural activities and live concerts as the top four popular selections. Art gallery or public art finished near the bottom of the attendance at about 18%.

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- Demand for greater access and improved facilities pertaining to land, water and snow based recreation, more parking and expansion of trails were top priorities as were the need for better signing and water access points.
- Connectivity of trails and communities via trails was a frequently mentioned desire.
- A greater supply of family friendly amenities was requested.

Social and community benefits, including more stable neighborhoods, improved social connections and reductions in crime and juvenile delinquency. Increases in local economic prosperity as residential and commercial property values rise, community and economic development sustainability, and enhanced tourism. Environmental benefits through trees and other vegetation, which improve air quality, act as natural air conditioners and assist with storm water control and erosion.



Residents in communities with increased access to parks, recreation, natural areas and trails have more opportunities for physical activity, both through recreation and active transportation. By participating in physical activity, residents can reduce their risk of being or becoming overweight or obese, decrease their

likelihood of suffering from chronic diseases like heart disease and type 2 diabetes, and improve their levels of stress and anxiety.

Nearby access to parks has been shown to increase levels of physical activity. According to studies cited in the National Park and Recreation Association's 2010 report, the majority of people of all ages who visit parks are physically active during their visit. In addition, the CDC reports that greater access to parks leads to 25 percent more people exercising three or more days per week. Park location and access also matters – according to a study in Los Angeles, people who live within 1 mile of a park are four times more likely to visit the park one or more times per week, compared to those who live further away. Providing convenient access to parks and recreation is particularly important in neighborhoods with lower socioeconomic status, as parks can provide free or low cost options for physical activity. Access to parks and recreation is also important for communities of color and individuals with a low income or low education level – all of which are factors that increase a person's risk of obesity and related diseases.

Social and Community Benefits

Park and recreation facilities provide opportunities to engage with family, friends, and neighbors, thereby increasing social capital and community cohesion, which can improve residents' mental health and overall well-being. People who feel that they are connected to their community and those who participate in recreational, community and other activities are more likely to have better mental and physical health and to live longer lives than those who do not. Access to parks and recreational facilities has also been linked to reductions in crime, particularly juvenile delinquency.

Economic Benefits

Parks and recreation facilities can bring positive economic impacts through increased property values, increased attractiveness for businesses (quality of life) and workers, and through direct increases in employment opportunities. Improved economic conditions can in turn improve health outcomes, as people have more money to spend on food, housing, childcare and other daily needs. However, increased property values can cause a decrease in housing affordability and an increase in housing displacement, due to rising rents or property taxes, negatively impacting the quality of life for affected residents.

4.0.2 Trend Analysis

Trend analysis is based on the idea that what has happened in the past gives traders an idea of what will happen in the future. Along with the work that was completed as part of the plan development process for the documents in the previous section, the following trends were examined.

Local Trends. Similar to the rest of Washington State, Wenatchee has seen a steady increase in organized sports. In Wenatchee, that increase has also included new types of activities, such as pickleball, rugby, lacrosse, ultimate Frisbee and disc golf. There is also an increased interest in emerging and extreme sports, such as mountain bike skills, paddle boarding and rock climbing.

A changing demographic and an increase in cultural diversity in the Wenatchee area have brought new types of interests in recreational activities and programs. It has also brought a greater need for more general recreational activities and financial assistance to residents where needed for recreational program or facility fees.

Similar to trends across the nation, Wenatchee residents continue to demand more off road walking and bicycling trails. As trails increase in popularity and the community grows, there are conflicts among trail users, with a high increase of dogs off leash in undesignated areas.

Business Oriented Approach. The level of subsidy for programs has been declining, and more “enterprise” activities, such as aquatics and adult sports, are being developed, thereby allowing the subsidy to be used where deemed appropriate. Agencies across the United States are increasing revenue production and cost recovery. Pricing is often done by peak, off-peak and off-season rates. Agencies are often structured into service divisions for athletics, seniors, facilities, parks, planning, and the like rather than by geographic unit, and they are partnering with private, public, and non-profit groups.

Generally, park and recreation professionals face many challenges including:

- Doing more with less, requiring partnership development.
- Partnering between non-profit and public forms of service.
- Increasing the quality and diversity of services.
- Moving toward a more business-like model while not competing with the private sector.
- Increasing parks and open space versus a decreasing ability to maintain it.
- Providing support for the socially and economically disadvantaged through programs in areas such as childcare, nutrition, etc.
- Increasing responsibility for measurement and evaluation.

Outcome Based Management. Over the past decade, park and recreation management has trended towards outcome based management, which reflects the effect on quality of life of those who participate or benefit from parks and recreation opportunities. Outcome-based management is useful in establishing the benefit to the community and to individuals. The City of Wenatchee partners with the community to provide innovative and high value parks, facilities, programs and services that promote an engaged and healthy community and may be seen in the outcome areas of:

- Strengthening community image
- Supporting economic development
- Fostering human development
- Protecting environmental resources
- Facilitating community problem solving
- Promoting health and wellness
- Increasing cultural unity
- Providing recreational experiences
- Increasing self-esteem and reliance



4.0.3 Participation Analysis

Participation levels are measured in terms of the number of occasions that a particular facility or program was attended in a given period of time. The information is then compared with similar data from other time periods to determine the amount of use and participation in particular facilities or activities. Participation numbers for recreational programs and activities have been collected and is contained in the Existing Resources section of the plan.

4.0.4 Community Survey

Using the questionnaire approach, future facility needs are sometimes developed from survey information on user demographics, participation patterns, opinions and perceived needs. In addition to the multiple, recently completed surveys for other related planning documents, an online survey tool was utilized to collect data specifically for this plan update. The survey was posted on the City website and Facebook Page from October 25, 2016 through January 31, 2017. It was advertised through direct emails to email lists; through live interviews on KOHO, KPQ and La Nueva Radio and the Wenatchee World. It was also distributed to local interest groups including: Wenatchee Valley Sports Council, Velocity Swimming, Wenatchee Fall Ball, Wenatchee Valley College Outdoor Recreation Program,



Wenatchee Art Education Consortium, Wenatchee Valley RC Club, Fido, Run Wenatchee, Wenatchee Valley Museum and Cultural Center, Community for Wenatchee Valley Skateparks, Wenatchee Row and Paddle Club, Chelan Douglas Land Trust. Many of these organizations also posted the survey on their websites. The survey was divided into three main sections including: Parks and Facilities, Recreation and Arts Programs and Demographics. The results were used in the development of the strategic actions that are contained in the Guiding Framework section of this plan.

The survey was viewed 1,279 times online and 67 people took the time to complete it. The survey was not statistically valid, but it did provide some interesting comments. Full results are contained in the Appendix of this plan. A summary of the results includes the following:

Park areas. People were asked what amenities were missing from City park areas from a list of items that were contained in the 2012 PROS plan and requests received over the past five years. Of those items, the top five were: An indoor pool, improved outdoor pool, restrooms, Lincoln Park improvements, trails and pump track. Three items were tied at number 6. Those included community gardens, drinking fountains and a recreation center. People were also asked which of eighteen items that were included in the previous capital plan, but not yet completed, were the most or least important. In order of priority, the top five responses were: Replace the existing pool, acquire open space and natural areas, develop trails, construct a community recreation center and tied for fifth were acquire new neighborhood parks and increase river access points. The least important items were: constructing pickleball courts, building a permanent stage in Memorial Park, constructing additional skate parks, constructing a pump track and tied for fifth were constructing new soccer fields and lighted baseball/softball fields. It is interesting to note that pump tracks ranked high as what is missing in the park system, but low for priority.

Recreation and Arts Programs. The survey asked which, if any, City recreation programs that respondents participated in. Not surprisingly the top responses were from larger community events. The top five responses in order were: Concerts in the Park, Wading Pool Program, None, Swimming Lessons, Movie in the Park and Halloween Carnival. People were asked what age groups should receive the highest priority for programming. The results confirmed that youth programs are still the top priority. The survey also asked which types of programs should receive the highest priority for offerings in the community. The top responses in order to this question were: Outdoor Recreation, Youth Recreation, Aquatics, Special Needs and Performing Arts. People were also asked how they learned of programs and activities. The top five responses were: The printed Summer Recreation Guide, Newspaper, Facebook, the City website and radio.

The third area where data was collected was in demographics. The area of residence of respondents who completed the survey was consistent with participation and facility use percentages at 78% Wenatchee residents, 19% from East Wenatchee and 3% from other areas in the service area of the City.

4.0.5 Public Meetings

Some communities rely quite heavily on input from the general public at public meetings to assess needs. However, this approach may not reflect the true community need and should be used as a part of a larger data collection tool. By filling the room with their supporters, input from special interest groups has the potential to overwhelm the results which often times may not necessarily represent the true interest of the community.

The update of the Parks, Recreation and Open Space Comprehensive plan was the main agenda topic during seven Arts, Recreation and Parks Commission Meetings from September 2016 to May 2017, an open house on February 15, 2017 (*at right*) and also a City Council workshop on March 16, 2017 and regular meeting in June 2017.



The meetings were advertised in the Wenatchee World, the City website, departmental Facebook page and local radio stations. They were open to the public. Comments received during the meetings were incorporated into the plan sections.

4.0.6 Overview of National Standards

The purpose of these guidelines is to present park and recreation space standards that are applicable nationwide for planning, acquisition, and development of park, recreation, and open space lands, primarily at the community level. These standards should be viewed as a guide. They address minimum, not maximum, goals to be achieved. The standards are interpreted according to the particular situation to which they are applied and specific local needs. A variety of standards have been developed by professional and trade associations which are used throughout the country. The standard derived from early studies of park acreages located within metropolitan areas was the expression of acres of park land per unit of population. Over time, the figure of 10 acres per 1,000 population came to be the commonly accepted standard used by a majority of communities. Other standards adopted include the "percent of area" approach, needs determined by

user characteristics and participation projections, and area use based on the carrying capacity of the land. The fact that some of the standards have changed substantially is not an indication of their obsolescence. Changes are a measure of the growing awareness and understanding of both participant and resource (land, water, etc.) limitations.

Parks are for people. Park, recreation, and planning professionals must integrate the art and science of park management in order to balance such park and open space resource values as water supply, air quality and create standards that address Wenatchee's own unique blend of social and economic characteristics that define it in order to tailor the most appropriate range, quantity and quality of recreational facilities within fiscal limits.

4.1 Park and Recreation Facility Level of Service Standards

By considering the location, size and number of facilities by type and use, along with community interests, access and priorities, this plan evaluates the latent and potential demand for park and recreation amenities. This assessment provides a foundation for the six year Capital Improvement Plan, which identifies and prioritizes crucial upgrades, improvements and expansions consistent with the needs expressed by residents.

This section provides recommended level of service standards for the following types of recreation resources:

- Neighborhood Parks
- Community Parks
- Regional Parks
- Trails and Pathways
- Natural Areas
- Recreation Facilities

Level of service standards for park facilities (LOS) are one recognized method of expressing the quantity of recreation service provided for a given amount of demand. It is simply a ratio of quantity versus demand (usually measured in numbers of people). It is commonly expressed as a number of acres or miles of facilities per a given population such as 2 acres of neighborhood park land per every 1,000 people.

As with any set of standards, LOS standards should be used as guidelines for evaluating the baseline adequacy of facilities in the community. All communities are different, and all communities have needs and demands for park, trail, and open space facilities that vary with population and economic characteristics, as well as with local attitudes. Thus, Wenatchee's recommended standards have been customized for the community after reviewing national and local standards. The demand and need methodology and the City's demographics were also important considerations.

Table 4.1 shows the standards (guidelines) that have been recommended for parks and recreational facilities, including trails, in Wenatchee. The 6-year demand and need for these facilities is shown, based on the LOS standards. It is important to bear in mind that the suggested LOS standards are an expression of minimum acceptable facilities for the citizens of Wenatchee. The suggested LOS standards (guidelines) are a starting point for local LOS levels. Using the same methodology as the adopted population projections for the 2017 City Comprehensive Plan update, the projected populations are: 2018 - 40,014 and 2024 - 42,137.

Only public owned land and recreation facilities were used to calculate level of service needs. Private and semi-public spaces were not included.

Table 4.1 Level of Service Standards

PARK CLASSIFICATION TYPE	EXISTING ACRES (A)	WENATCHEE STANDARD (D)	2018 ACRES LOS (B)	2024 ACRES LOS (C)	DIFFERENCE NEED (E)
Park System Standard	629.57	10 acres/1,000 people	400.14	421.37	- 208.20
Neighborhood Park	21.87	2 acres/1,000 people	80.03	84.27	62.40
Community Park	92.37	7 acres/1,000 people	280.10	294.96	202.59
Regional Park	489.38	8 acres/1,000 people	320.12	337.10	- 152.28
Natural Areas	1,395.96	20 acres/1,000 people	800.28	842.74	- 553.22
Special Use Areas	216.98	5 acres/1,000 people	200.07	210.69	- 6.29
SPECIALIZED FACILITY TYPE	EXISTING FACILITIES	RECOMMENDED STANDARD	2018 FACILITIES LOS	2024 FACILITIES LOS	DIFFERENCE NEED
Trails	4.7	0.5 miles/1,000 people	15.97	17.23	12.53
Pathways	3.6	0.25 miles/1,000 people	7.98	8.62	5.02
Baseball Field	3	1 field/8,500 people	4	4	1.00
Youth Baseball Field	7	1 field/2,500/ people	13	14	7.00
Basketball Hoops	49	1 hoop/1,000 people	32	35	-14.00
BMX Area	0	1 area/30,000 people	1	1	1.00
Dog Off Leash Area	1	1 area/30,000 people	1	1	1.00
Football Field	4	1 field /8,000 people	4	4	0.00
Disc Golf Course	1	1 course/35,000 people	1	1	0.00
Gymnasium	12	1 gym/2,500 people	13	14	2.00
Horseshoe Pitch	5	1 pitch/10,000 people	3	3	-2.00
Picnic Area	15	1 area/2,000 people	16	17	2.00
Play Area	13	1 area/2,000 people	16	17	4.00
Indoor Pool	1	1 pool/30,000 people	1	1	0.00
Outdoor Pool	1	1 pool/30,000 people	1	1	0.00
Recreation Center	0	1 center/30,000 people	1	1	1.00
Golf Courses	0	1 course/50,000 people	1	1	1.00
Rock Climbing Wall	0	1 wall/35,000 people	1	1	1.00
Sand Volleyball Court	3	1 court/10,000 people	3	3	0.00
Skate Spot, Dot, Area	1	1 area/2,000 people	6	7	6.00
Soccer Field	9	1 field/2,500 people	13	14	5.00

Softball Field	10	1 field/2,500 people	13	14	4.00
Tennis Court	19	1 court/2,000 people	16	17	-2.00
Indoor Tennis Court	0	1 court/30,000 people	1	1	1.00
Indoor Soccer Field	0	1 field/30,000 people	1	1	1.00
Water Play Area	4	1 area/5,000 people	6	7	3.00

B = 40,014/1,000 x D = existing acres C = 42,137/1,000 x D E= C-A

Existing Acres A includes public areas

Facilities have been rounded to the nearest number.

In E, the negative number is over standard. The positive number is quantity needed to meet standard.

The Park Design Policies and Development Standards companion document contains a detailed listing of specific development criteria for each type of area and facility.

4.1.1 Neighborhood Parks

Neighborhood parks are intended to serve residents living within comfortable and safe walking or bicycling distance, and to provide activities geared toward a wide variety of age and user groups including children, adults, the elderly, and special populations.

As a result of the public process and the needs analysis, specific comments and recommendations for neighborhood parks in Wenatchee include:

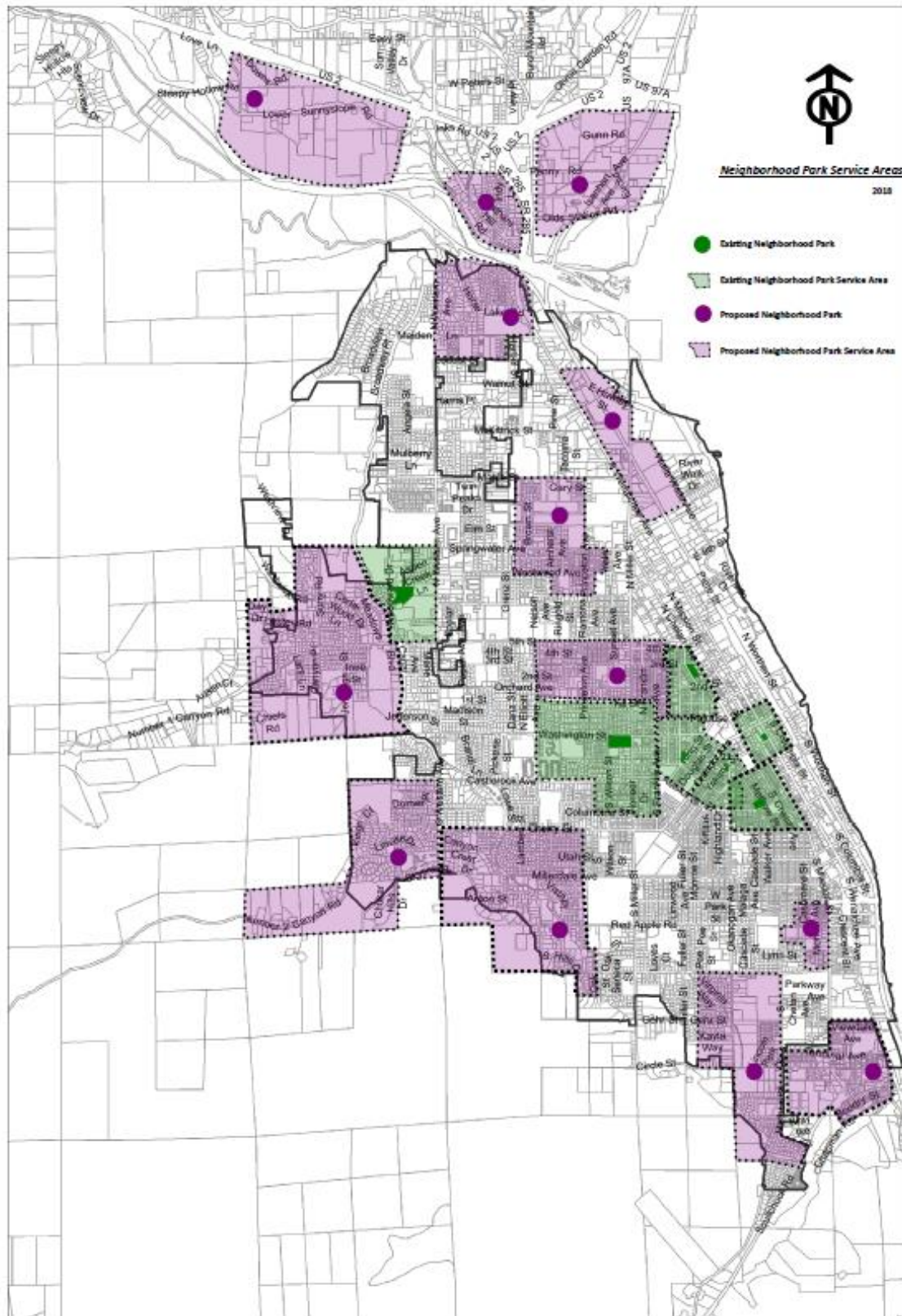
Existing Acres	21.87 acres
Recommended Standard:	2.00 acres per 1,000 population
2024 Need:	84.27 acres

Specific public comments received for neighborhood parks included:

- Improve Kiwanis Methow Park.
- Acquire neighborhood parks to keep pace with growth.
- Expand or add amenities in existing parks.
- Bring more activities and programs to parks.
- Add splash pads and skate spots to neighborhood parks.
- In South Wenatchee's dense neighborhoods, opportunities for green space and pocket parks should be pursued.
- Add outdoor ping pong tables in Centennial Park.
- Incorporate community gardens.



Figure 4.1.1 Neighborhood Park Service Area Map



4.1.2 Community Parks

Community parks are larger, diverse recreation areas serving both formalized active recreation needs of the larger community as well as recreation uses that benefit the local neighborhood surrounding the site.

As a result of the public process and the needs analysis, specific comments and recommendations for community parks in Wenatchee include:

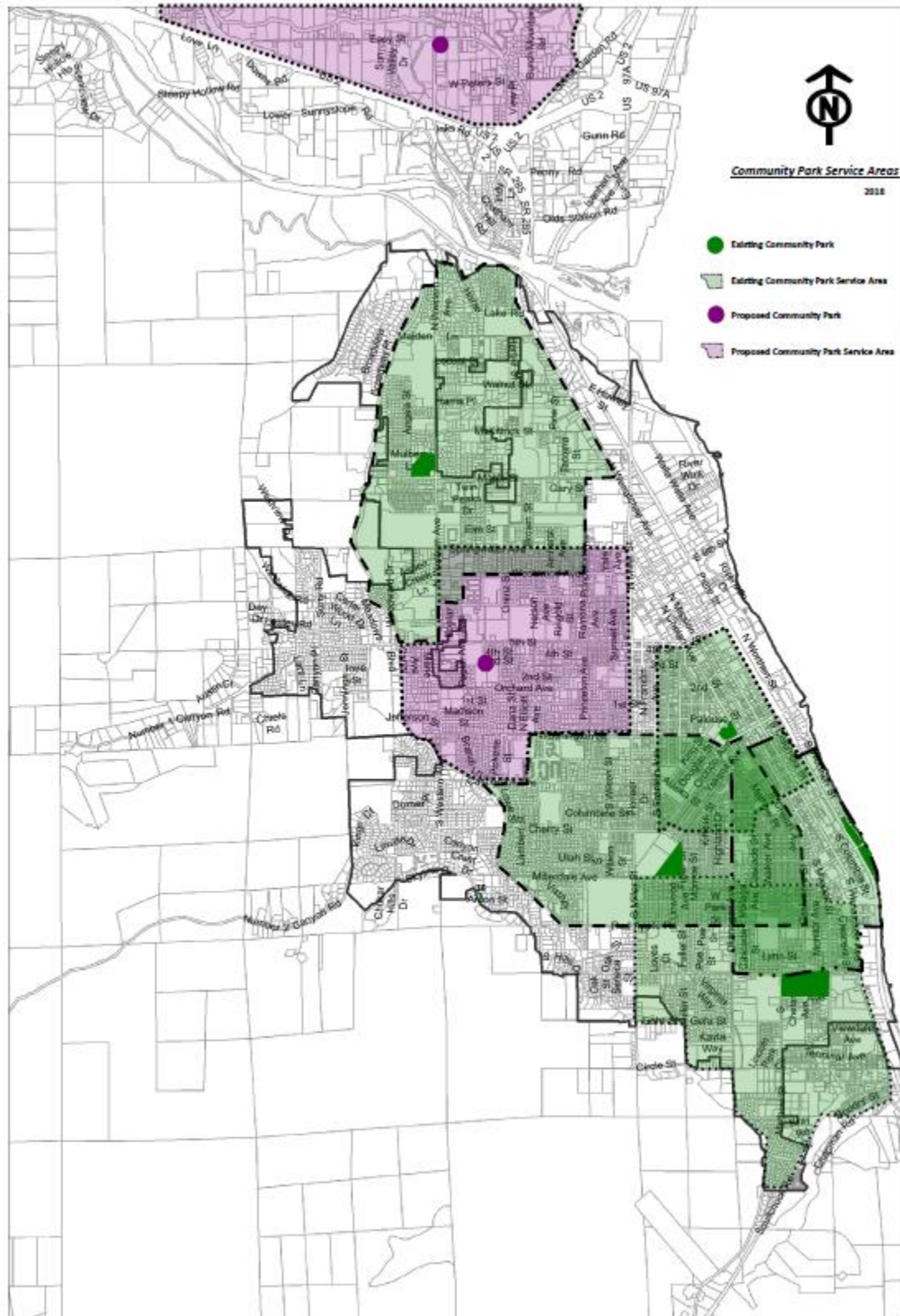
Existing Acres	92.37 acres
Recommended Standard:	7.00 acres per 1,000 population
2024 Need:	294.96 acres

Specific public comments received for community parks included:

- Add a splash pad in or near the Hale Park Off Leash Area.
- The playground at Lincoln Park feels unsafe and needs to be replaced.
- Upgrade the playground equipment and picnic shelters in Lincoln Park.
- Improve and upgrade Lincoln Park.
- Complete construction of Hale Park.
- Add a BMX pump track to Lincoln Park.
- Incorporate community gardens.
- A splash pad at Lincoln Park was highly requested.
- Improve Lincoln Park.
- Expand or add amenities to existing parks.
- Recognize our native historical heritage or Native American roots with a feature commemorating the Wenatchi people in a prominent place.
- Develop new parks.
- Reprogram parks to meet changing demographics.
- Acquire the WRAC property for an awesome community park.



Figure 4.1.2 Community Park Service Area Map



4.1.3 Regional Parks

Regional parks are large recreation areas that may serve an entire City or region.

As a result of the public process and the needs analysis, specific recommendations for regional parks in Wenatchee include:

Existing Acres	489.38 acres
Recommended Standard:	8.00 acres per 1,000 population
2024 Need:	337.10 acres



Specific public comments received for regional parks included:

- Add well designed trails on Saddlerock that can be used for mountain biking and reduce erosion and need for maintenance.
- Add restroom at trailhead.
- Create trailheads.
- Connect existing trails.
- Create more and improved parking at existing parks.
- Add bathrooms and picnic facilities.
- Enhance trails.
- Improve efforts to keep the wildland urban interface healthy to reduce the threat of wildfires.
- Develop more trailheads with restrooms and adequate parking.

4.1.4 Natural Open Space Areas

Open space areas are typically those areas that do not fall within one of the major park or recreation facility classifications. Open space areas can contribute to the City's image of a coordinated park and open space system, can provide critical habitat and can provide a visual and/or functional link between other City parks and open space lands.



As a result of the public process and the needs analysis, specific comments and recommendations for natural open space areas in Wenatchee include:

Existing Acres	1,395.96 acres
Recommended Standard:	20.00 acres per 1,000 population
2024 Need:	842.74 acres

Specific public comments received for natural open space areas included:

- Reduce wildfire risk.
- Protect land around creeks and streams.
- Acquire property to preserve open space.
- Improve efforts to keep the wildland urban interface healthy to reduce the threat of wildfires.
- Promote the alignment of ecological restoration and ecological based fire management with wildfire mitigation strategies to manage open space.
- Promote ecosystem based wildland fire planning and wildfire risk reduction policies for critical areas.
- Preserve open spaces for their scenic and recreational values and their diversity of native plants and wildlife.
- Continue to upgrade fish habitat on the Columbia River and their tributaries.

4.1.5 Special Use Areas

Special Use Areas are public recreation facilities used for a special purpose such as community services, cultural activities, historic facilities, and specialized recreation.

As a result of the public process and the needs analysis, specific comments and recommendations for special use areas in Wenatchee include:

Existing Acres	216.98 acres
Recommended Standard:	5.00 acres per 1,000 population
2024 Need:	210.69 acres

Specific public comments received for special use areas included:

- Restrooms at trailheads.
- Larger parking lots at trailheads and more trailheads.
- Incorporate community gardens in vacant city properties distributed throughout the community.
- Develop more trailheads with restrooms and parking for the foothills trail area.

4.1.6 Trails and Pathways

Trails and pathways are designed to provide walking, bicycling and other non-motorized recreational opportunities.

As a result of the public process and the needs analysis, specific recommendations for trails, pathways and bikeways in Wenatchee include:

TRAILS

Existing Miles	4.70 miles
Recommended Standard:	0.50 miles per 1,000 population
2024 Need:	12.53 miles

PATHWAYS

Existing Miles	3.6 miles
Recommended Standard:	0.25 miles per 1,000 population
2024 Need:	5.08 miles

Specific public comments received for trails and pathways included:

- Connect existing trails.
- Create new hiking and walking trails in the foothills.
- Expand and enhance trails.
- Extend the pedestrian bridge across the train tracks to connect South Wenatchee to the Loop Trail and Hale Park.
- Create a regional trail and parks authority.
- Enhance a metropolitan trail system to link existing trails.
- Work with landowners to enhance and improve trail systems and access to public lands.
- Install half mile markers on the Apple Capital Loop Trail as a benefit to locals, visitors and emergency responders and develop and implement a universal foothills trail marking system.



4.1.7 Recreation Facilities

Recreation Facilities are designed to accommodate both structured and unstructured play and organized teams or leagues. In most cases, they are the amenities that are contained within a park area. The following is a summary of comments received during the input collecting process about some of the more common recreation facilities types.

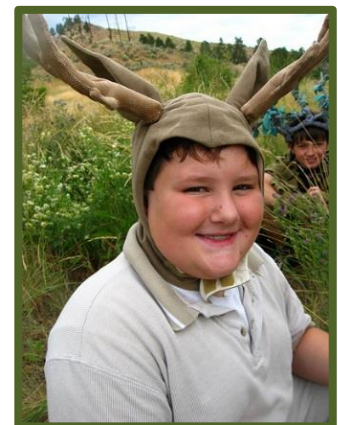
Specific public comments received for recreation facilities included:

- More baseball and softball fields
- Need water slides
- Want outdoor ping pong tables near downtown like at Centennial Park.
- Dog park with separate areas for large and small dogs.
- Outdoor velodrome.
- Tennis Courts! Not enough courts available.
- An Indoor pool!
- Construct lighted pickleball courts for tournaments.
- Build a BMX Pump Track.
- Restrooms at parks and trailheads.
- Drinking fountains.
- Add lighting to parks.
- Too much lighting, can't see stars.
- Improve the city pool.
- Upgrade paly equipment
- Build a community recreation center.
- Develop an indoor/outdoor aquatic facility.
- Develop dedicated dog parks.
- Plan for and build a water park, with slides and other activities for locals and visitors.
- Integrate art into bike racks, seating and fencing.
- Add splash pads, bathrooms and picnic shelters to parks.

4.1.8 Art and Recreation Programs

Art and recreation programs and services are provided to promote an engaged and healthy community. The benefits of providing recreational programs may be seen in the outcome areas of:

- Full and meaningful life
- Increased quality of life
- Creativity and adaptability
- Life satisfaction
- Personal development and growth
- Self-esteem and self-reliance
- Sense of accomplishment
- Sense of adventure
- Problem solving and decision making
- Physical health and maintenance
- Psychological well being
- Economic stimulant



- Reduced healthcare costs
- Reduced vandalism and crime
- Revenue generator
- Catalyst for tourism
- Strong, vital involved communities
- Connected families
- Ethnic and cultural understanding and harmony
- Community pride
- Support for youth
- Lifelines for the elderly
- Reduced alienation
- Reduced delinquency
- Outlets for conflict resolution
- Social bonding
- Understanding and tolerance

Specific public comments received for arts and recreation programs included:

- Programs for those with Special Needs are a great resource for the community and the population they serve. Keep them going.
- Expand the girls youth basketball program toddler grades.
- Expanded lap swimming and year round access.
- Add tennis classes all spring and summer.
- I would like to see a program of intramural crew rowing competition for teenagers.
- More dog days at the pool.
- Maintain youth recreation programs. Thank you for all you offer!
- Increase programing in parks.
- Provide special events that bring together all members of the community form children to older people.
- Park oriented events such as movies and music are ways to create more safe and vibrant parks.
- Activities assist in development of social skills and overall physical health. Parks and recreation programs play an important role and the community desires more in the school and at the community center.
- More events and entertainment.
- More kids activities.
- More outdoor recreation activities.
- Develop programs that encourage and support stewardship among recreational users to minimize impacts on open spaces and natural habitats as public use of these resources intensifies.

- Establish clubs in high schools to promote youth involvement in outdoor recreation activities.
- Expand arts, food and music festivals in the region including a showcase for Latino culture to complement the growing number of outdoor sports events.
- Expand the Art of the Avenues outdoor sculpture program.
- Develop community art programs that provide increased opportunities for public participation.

